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Reducing the Harms of Tobacco, Vapes and Nicotine Addiction to Children and Young People: An Action Plan for Cardiff and the Vale of Glamorgan 2025-2030

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg



Context

Tobacco control measures have contributed to the denormalisation of smoking, the protection of non-smokers from second-hand smoke, and the general downward trend of smoking rates in Wales. However, with 9.6% of adults¹ and 2% of 11–16-year-olds² in Cardiff and the Vale of Glamorgan smoking, it remains a major public health concern. Smoking reduces people's health and life expectancy, puts pressure on the NHS, contributes to social and environmental issues, increases health inequalities, and disproportionately affects those in areas of highest deprivation.

The Welsh Government's "A smoke-free Wales: Our long-term tobacco control strategy"³ aims to become smoke-free by 2030. This means achieving a smoking prevalence rate in adults of 5% or less. Legislation is already in place which bans smoking in school grounds, playgrounds and cars where children are passengers⁴. A continued focus on supporting children, young people and future generations to remain smoke-free will be key to achieving the target. Children and young people's health behaviours and wider experiences influence whether they will become and remain smokers, and they can be negatively affected even if they are non-smokers.

Tobacco control is a priority action within the Cardiff and Vale University Health Board's Public Health Workplan and 'Shaping our Future Population Health' Plan⁵. Prevention measures aimed at reducing the take up of smoking by young people are included within

a dedicated programme of work funded via Welsh Government's Prevention and Early Years funding, reflecting the strategic drive to reduce smoking in Wales.

While switching from smoking tobacco to using e-cigarettes is likely to significantly reduce the risks to health compared to continuing to smoke, there are no benefits to young people using them. E-cigarettes usually contain nicotine, which can lead to addiction and harm the developing adolescent brain. 20% of 11-16-year olds in Cardiff and the Vale of Glamorgan report having tried e-cigarettes². The minimum age to purchase e-cigarettes or e-liquids is 18. This plan aims to increase young people's knowledge of e-cigarettes while reducing their ease of access to them.

This action plan forms the basis of tobacco, vapes and nicotine addiction within the Prevention and Early Years programme of work, captures partners' actions working to achieve the same goal and promotes a joined-up approach to reducing smoking-related harms to children and young people in the local area and beyond.



Key Terms

Children and Young People

People from the age of 0 – 25 years

E-Cigarettes/vapes - A handheld battery-powered electronic device that heats liquid to create a vapour that is drawn into the lungs when the device is inhaled. E-liquids or E-juice usually contain nicotine, although non-nicotine versions exist.

Nicotine Dependency - A condition in which a person becomes physically or psychologically reliant on nicotine, a highly addictive substance found in tobacco products and most e-cigarettes. Dependency can develop quickly, particularly in children and young people, leading to cravings, withdrawal symptoms, and continued use despite negative health effects.

Second-hand Smoke - The smoke which is produced by people smoking tobacco cigarettes. It can be harmful to those who are exposed to it, especially children and young people.

Smoking - Inhaling and exhaling tobacco smoke produced from a lit cigarette, cigar or other tobacco containing product. Tobacco combustion produces tar and carbon monoxide. Tobacco contains the highly addictive substance, nicotine, along with many other harmful chemicals, leading to smokers being at an increased risk of many different types of disease.



Our Vision

Our vision is to reduce the uptake and prevalence of nicotine addiction among children and young people in Cardiff and the Vale of Glamorgan. This includes preventing the use of tobacco and nicotine products such as vapes and nicotine pouches. We also aim to protect young people from exposure to second-hand smoke and the broader harms associated with nicotine use. We will achieve this by supporting prevention efforts, promoting cessation, and shaping environments that discourage nicotine use. Whether as individuals or organisations, we all have a role to play in ensuring that young people in Cardiff and the Vale are equipped with the information, skills, supportive environments, and opportunities they need to stay free from nicotine addiction and its associated harms.



Our Partnership

Reducing the Harms of Tobacco, Vapes and Nicotine Addiction to Children and Young People: An Action Plan for Cardiff and the Vale of Glamorgan 2025–2030

has been developed with input from both local and national organisations who share a common vision for the wellbeing of children and young people in the region. The plan outlines our shared commitments over the next five years and sets out how we will work together to achieve them.

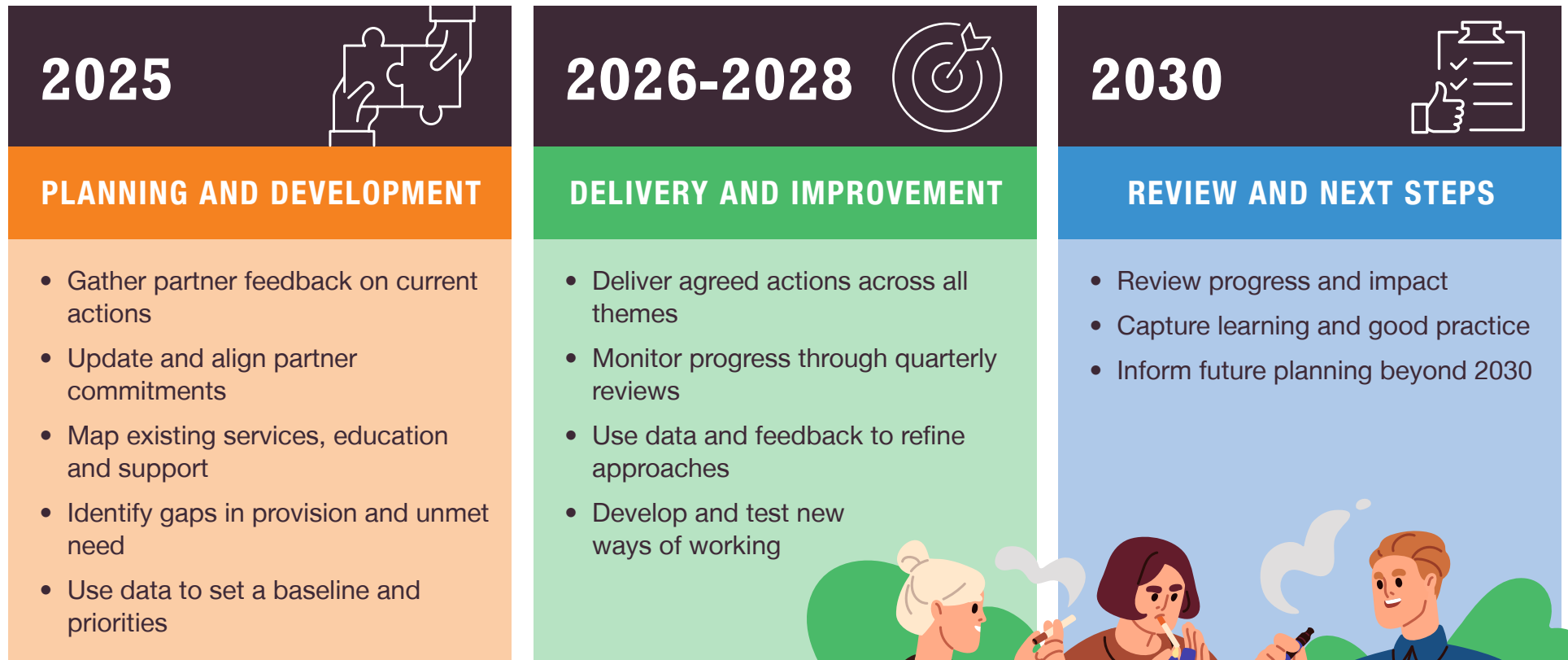
By updating this action plan, we aim to capture current activity, identify gaps, and explore new ways of working in partnership.

Our collective efforts support one another—regardless of age group, audience, or focus area, whether that be health, education, the environment, trade, research, or law—because we recognise the many factors that influence young people’s choices around nicotine use and their exposure to related harms.

We will meet quarterly to monitor progress and welcome new partners who share our vision. We are committed to ongoing engagement and look forward to hearing from children, young people, and those who work with or care for them as we shape future actions.



Reducing Tobacco, Vape and Nicotine Harms



Overarching goal

- To protect children and young people from tobacco, vaping products, and the harms of nicotine addiction.

Overarching outcomes

- A reduction in the % of young people 11 – 16 in Cardiff and the Vale of Glamorgan who report weekly smoking (School Health Research Network)
- A reduction in the % of adult smokers in Cardiff and the Vale of Glamorgan (Stats Wales)

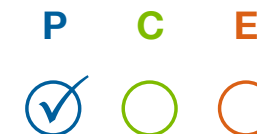
To be achieved through

- **Prevention** by themes marked with a **P**
- **Cessation** by themes marked with a **C**
- **Changing the Smoking Environment** by themes marked with an **E**

What will we do together?

Theme: EDUCATION

Pledge: We will support evidence-based smoking and tobacco education in Cardiff and the Vale of Glamorgan schools and youth settings to ensure young people have the knowledge and skills needed to make informed decisions about their smoking and wider health behaviours.



Action	Lead Partner(s)	Audience	Measuring Success
Develop and deliver a smoking and tobacco education and prevention support service for schools	C&V Public Health Team	Pre-school; Primary; Secondary; Special; Education Other Than in School (EOTAS); Independent Schools and EHE (Electively Home Educated)	Quarterly updates on: How much? How well? What difference activities have made? E.g.
Support CYP smoking education and prevention on a national level through resources and targeted campaigns	ASH Wales	All	<ul style="list-style-type: none"> • Number of young people receiving direct delivery.
Deliver the JustB programme to selected Year 8 learners in targeted secondary schools	JustB (PHW)	Secondary	<ul style="list-style-type: none"> • Number of professionals receiving training. • % rating session as good or excellent
Provide smoking and tobacco-related training to teachers and professionals working with young people	C&V Public Health Team	Professionals	<ul style="list-style-type: none"> • Difference in knowledge/ skills/ confidence smoking intentions pre and post sessions

What will we do together?

Action	Lead Partner(s)	Audience	Measuring Success
Update the group with suitable resources, ideal for both primary and secondary levels, that cover smoking and vaping education as part of substance use education. This could include toolkits, lesson plans, curriculum guides, workshops or policy templates.	Cardiff Health and Wellbeing Promoting Schools (CC) Vale Health and Wellbeing Promoting Schools (C&V Public Health Teams)	Reducing the Harms of Tobacco, Vapes and Nicotine Addiction to CYP Partnership Group.	<ul style="list-style-type: none"> • Quarterly updates on development of C&V WSA to smoking, vaping and nicotine prevention. • Number of schools implementing a Whole School Approach (WSA) through the Welsh Network Health and Well-being Promoting Schools (WNHWPS).
Develop a whole school approach to smoking, vaping and nicotine prevention for Cardiff and the Vale, linking to the new Welsh Network of Health and Wellbeing Promoting Schools (WNHWPS).	Cardiff Health and Wellbeing Promoting Schools (CC) Vale Health and Wellbeing Promoting Schools (C&V Public Health Teams)	Pre-school; Primary; Secondary; Special; Education Other Than in School (EOTAS); Independent Schools and EHE (Electively Home Educated).	
Support education settings to implement a whole school approach to smoking, vaping and nicotine prevention, through the WNHWPS.	Cardiff Health and Wellbeing Promoting Schools (CC) Vale Health and Wellbeing Promoting Schools (C&V Public Health Teams)	Pre-school; Primary; Secondary; Special; Education Other Than in School (EOTAS); Independent Schools and EHE (Electively Home Educated).	<ul style="list-style-type: none"> • Number of schools receiving education • Number of Pre-schools settings signing up to the smoke free window sticker • Number of primary schools signing up to the smoke free gates initiative • Number of schools engaged with the smoke free ambassador's scheme.

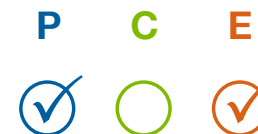
What will we do together?

Action	Lead Partner(s)	Audience	Measuring Success
Deliver targeted smoking and vaping prevention sessions in youth settings, focusing on the risks of nicotine addiction and developing refusal skills. Co-produce materials with young people where possible.	C&V Public Health Team (Lead) Youth Services (LA) (supporting)	Youth Settings (11–25 years)	<ul style="list-style-type: none"> • Number of youth sessions delivered • Number of young people engaged (total and per session) • Number of unique youth settings reached • Number of resources (leaflets, toolkits, etc.) shared • Number of co-produced resources developed with young people
Explore and use SHRN data via to monitor trends in smoking, vaping, and nicotine use among young people, and share insights to inform local prevention efforts and targeted interventions. The Public Health Wales Secondary School Children’s Health and Well-being Dashboard: SHRN Survey Data Dashboard.	SHRN	Primary/Secondary; Policy/ Strategy Leads	<ul style="list-style-type: none"> • Identify schools preventing nicotine addiction among and encourages learning and replication.
Support education settings and partners to engage with SHRN network, for example by signing up to SHRN e-news and e-digest to stay up to date with the latest news on knowledge exchange, events, resources and research.	SHRN	Primary Schools Secondary Schools	<ul style="list-style-type: none"> • Number of education settings/partners signed up to the SHRN e-news and e-digest. • Percentage increase in sign-ups compared to baseline. • Feedback from schools/partners on whether SHRN communications help them access relevant research, resources, or events.

What will we do together?

Theme: SMOKE-FREE SETTINGS

Pledge: We will promote Smoke-Free Settings and support them to reduce children and young people's exposure to second-hand smoke.

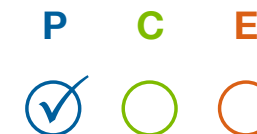


Action	Lead Partner(s)	Audience	Measuring Success
Increase the number of Pre-School settings on the Healthy and Sustainable Pre-school Scheme in the Smoke-Free Window Sticker scheme	Cardiff Healthy and Sustainable Pre-school Scheme (CHaSPS) (CC); the Vale of Glamorgan Healthy and Sustainable Pre-Schools Scheme (VoG HaSPSS) & C&V Public Health Team	Pre-school; Nursery	<ul style="list-style-type: none"> Number of settings taking part
Increase the number of Nursery/Primary school settings engaging in the Smoke-Free School Gates scheme	C&V Public Health Team Cardiff Health Promoting Schools Team	Nursery, Primary; Special Schools	
Increase the number of Cardiff and the Vale of Glamorgan Secondary Schools engaging in the Smoke-Free Gates Scheme	ASH Wales	Secondary, Special	
Promote smoke-free community and youth settings	Youth Services	Youth Settings (11–25 years)	<ul style="list-style-type: none"> Reduction in number of smokers/ vapers on community venues.
Continue to promote and raise awareness of the Whole-School Smoke-free Premises Policy, new legislation, and any other resources and programmes linked to national campaigns. I.e. National No Smoking Day	Cardiff Health and Wellbeing Promoting Schools (CC), Vale Health and Wellbeing Promoting Schools (C&V Public Health Team).	Pre-school; Primary; Secondary; Special; Education Other Than in School (EOTAS); Independent Schools.	<ul style="list-style-type: none"> Policy developed and disseminated
Promote smoke-free hospitals to staff, visitors and patients	C&V Public Health Team	UHB Staff/Visitors	<ul style="list-style-type: none"> Number of communications promoting smoke-free hospitals shared
Implement an enforcement function across University Health Board hospital sites	C&V Public Health Team	UHB Staff/Visitors	<ul style="list-style-type: none"> Reduction in number of smokers on hospital sites

What will we do together?

Theme: ILLEGAL TOBACCO

Pledge: We will work together to tackle illegal tobacco and underage sales of tobacco and e-cigarettes



Action	Lead Partner(s)	Audience	Measuring Success
Undertake continuous engagement, education and enforcement work to tackle illegal tobacco	Trading Standards (Shared Regulatory Services (SRS) Vale of Glamorgan (VOG) Council)	All	<ul style="list-style-type: none"> Intelligence reports received Illegal tobacco inspections/operations conducted Quantity of cigarettes seized Quantity of Hand Rolled Tobacco (HRT) seized Outcomes of investigations (i.e. warning, caution, prosecution)
Undertake continuous engagement, education and enforcement work to tackle underage sales of tobacco and e-cigarettes	Trading Standards (SRS VOG Council), South Wales Police	All	<ul style="list-style-type: none"> Intelligence reports received Interventions to business for underage sales Underage sales test purchasing visits carried out Failure rate Outcomes of investigations (i.e. warning, caution, prosecution)
Share awareness-raising information with partners on the consequences of illegal tobacco and how to anonymously report it	Trading Standards (SRS VOG Council); Welsh Government	Partner Agencies	Distribution of any promotional material from relevant agencies (i.e. Welsh Government/Crimestoppers) via this meeting and engagement work with retailers

What will we do together?

Action	Lead Partner(s)	Audience	Measuring Success
Promote information on Illegal Tobacco and underage sales in the community (including to young people and those working with them)	All	Secondary age students and above	Dissemination of promotional material as appropriate
Share hotspot areas to deter the sale and distribution of illegal tobacco and underage sales	South Wales Police	C&V Public Health Team	<ul style="list-style-type: none"> • Number of hotspot patrols conducted • Number of intelligence-led disruptions/interventions • Arrests or cautions related to illegal tobacco • Referrals made to Trading Standards or safeguarding teams • Community feedback (via PACT meetings or engagement sessions)
Provide smoking cessation to Children and Young People aged 12 and above in line with Help Me Quit Young People's Practice Note	Help Me Quit (HMQ) (CAVUHB)	Children and Young People age 12 and above	<ul style="list-style-type: none"> • Number of referrals • Numbers accessing HMQ service. • Quit success
Share new nicotine dependency services and resources relating to CYP in Wales	C&V PH Team	All	

What will we do together?

Theme: SMOKING CESSATION SUPPORT

Pledge: Continue to provide a choice of smoking cessation to any smokers wishing to access support to quit



Action	Lead Partner(s)	Audience	Measuring Success
Provide smoking cessation support to patients receiving treatment from the Children's hospital and their parents and carers.	HMQ (CAVUHB) & HMQ in Hospital (CAVUHB)	Paediatric patients, their guardians and wider household members	<ul style="list-style-type: none"> No. of young people accessing 'your quit plan'
Where capacity exists, explore options of partnership working to identify possible group cessation interventions	HMQ (CAVUHB)	People age 12 and above	<ul style="list-style-type: none"> Increase in number of treated pregnant smokers
Offer specialist support, information and guidance to pregnant smokers, partners and wider household members. Support to include access to Nicotine Replacement Therapy and referral to HMQ	Obstetrics and Gynaecology /HMQ Maternity (CAVUHB)	Pregnant people	
Create a pathway of support for those attending Young Person Healthy Hubs on smoking and/or e-cigarettes.	School nurses	Pre-school; Primary; Secondary; Special; Education Other Than in School (EOTAS); Independent Schools and EHE (Electively Home Educated)	<ul style="list-style-type: none"> No of referrals

What will we do together?

Theme: COMMUNICATION AND ENGAGEMENT

Pledge: We will raise awareness of key messages through young-person friendly and accessible communications.



Action	Lead Partner(s)	Audience	Measuring Success
Produce a suite of social media assets to share with partners to promote smoke-free and Help Me Quit messages (Padlet)	C&V Public Health Team	All	<ul style="list-style-type: none"> Social media analytics
Promote Help Me Quit to young people through various channels, including partners' platforms; social media; local support websites for young people	Any/All (as required)	Children and Young People	<ul style="list-style-type: none"> Increase in platforms promoting Help Me Quit Numbers accessing HMQ services Promotional events attended
Include young people in the creation and co-production of messages	Any/All (as required)	Children and Young People	
Share any relevant information/signposting to settings so that this can be passed onto parents/carers	C&V Public Health Team	Parents/Carers	
Work with SHRN comms team and local WNHWP coordinators to produce a SHRN case study to showcase how a school have supported children and young people in preventing or reducing smoking, vaping, and nicotine use. The case study will highlight good practice and share learning across other settings.	SHRN; C&V Public Health Team	Primary & Secondary Schools	

What will we do together?

Theme: EXPANDING THE PLAN

Pledge: We will consider how to reach more children and young people age 0 – 25 in Cardiff and the Vale of Glamorgan to reduce their smoking prevalence and smoking-related harms.



Action	Lead Partner(s)	Audience	Measuring Success
Ask children and young people what they think services in Cardiff and the Vale of Glamorgan should be doing to help them stay smoke-free	C&V Public Health Team; Any/All	Primary School age and above	Quarterly updates on CYP's engagement
Develop a Whole-Setting Approach to smoking prevention and cessation, working with students, staff and appropriate external partners to plan and implement an ongoing programme of activities	C&V Public Health Team	Post 16	Quarterly updates on development
Identify and engage additional partners and organisations to contribute to, or benefit from, tobacco control activities for Children and Young People in Cardiff and the Vale of Glamorgan (Including, but not limited to, those working with CYP in: Welsh Government Priority Groups. Home-School settings; School-Leaver settings (ACT; Universities; Workplaces; etc).	All	Potential Partners	An increase in Partnership Group membership
Identify partners and actions to raise awareness of the environmental effects of smoking and to reduce local smoking-related litter	All	Potential Partners	
Identify new partners and actions to promote the smoke-free regulations in play and school grounds	All	Potential Partners	
Incorporate Welsh Government Tobacco Control Strategy and Delivery Plans to inform our future actions	All	All	Strategy and plans incorporated

What can each of us do to reduce smoking related harms to Children and Young People

Report Illegal Tobacco

Illegal tobacco is a big problem in Wales. It increases the availability and affordability of tobacco products to children and young people and can provide a gateway for them to become life-long smokers. Find out what illegal tobacco is, how to spot it and how to report it through the No Ifs No Butts campaign.

[NO IFS. NO BUTTS. - Report Illegal Tobacco \(noifs-nobutts.co.uk\)](https://noifs-nobutts.co.uk)

Respect Smoke-Free Legislation

By respecting Smoke-Free Legislation and not smoking in Smoke-Free places, including private cars transporting under 18s, you can help denormalise smoking for children and young people, reduce their exposure to second-hand smoke and reduce their likelihood of becoming smokers themselves.

Stay Smoke-Free

Staying smoke-free means the children and young people around you are more likely to stay smoke-free too. If you would like to quit smoking, you're 4 times more likely to succeed with help from the NHS versus going it alone. Thousands of people access free, NHS smoking cessation services in Wales every year. Join them today by contacting Help Me Quit for free on 0800 085 2219.

[Help Me Quit | Stop Smoking Services In Wales](#)



Reference List

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3. Welsh Government. A smoke-free Wales: Our long-term tobacco control strategy. Cardiff: Welsh Government; 2022. [cited 8/11/22]. Available from [Smoke-free Wales Strategy \(gov.wales\)](#)
4. The Smoke-free Premises and Vehicles (Wales) Regulation 2020. [cited 8/11/22]. Available from: [The Smoke-free Premises and Vehicles \(Wales\) Regulations 2020 \(legislation.gov.uk\)](#)
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